

KEEP THE FAITH MEDIA PACK 2018

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Keep The Faith Network: in print, online, e-marketing, PR and Marketing service - THE medium of choice for organisations seeking to reach the UK's Black and minority-ethnic community nationwide
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www.keepthefaith.co.uk

www.keepthefaithdirectory.co.uk

www.blackchristiandirectory.com

Multi-award winning *Keep The Faith* magazine - Britain's leading Black and minority-ethnic community-focused publication, promoting and supporting unity, faith and family values



**PASTOR DONNIE
McCLURKIN:**
MASSIVE EXPECTATION

£2.95 when sold
Also available by subscription



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About *Keep The Faith* magazine

Britain's Black and minority ethnic (BME) Pentecostal churches are among the largest in the country, with several having a regular attendance of 5,000+. For nearly 70 years Britain's BME churches have provided hope, support, direction, community services, inspirational gospel music and moral guidance to the BME community and beyond. Increasingly, BME churches also run a wide range of community projects that are designed to help the vulnerable and disadvantaged members of the community.

Due to their longevity and the social and spiritual impact they have on their members, BME churches are viewed as the most stable, prosperous and influential institution within BME communities. Organisations and government are now acknowledging that the most effective way of reaching groups within the BME community is by forging working partnerships with the Black and minority-ethnic churches.

Such is the high regard in which these churches have been held in recent years, that some of the most powerful and influential members of society have visited them personally, including Prime Minister Theresa May, former PM David Cameron and HRH The Prince of Wales. Other prominent visitors include civic leaders, MPs, local councillors, heads of charities, community service providers, business leaders and educationalists.

Keep The Faith Editorial Policy

Keep The Faith magazine promotes family values, provides this community with a voice, highlights the need for unity, provides inspirational and aspirational news, and creates a better understanding in an ever-changing environment.

Editorial Content

- Local and regional community news
- Features, politics, business news, IT news
- Interviews/profiles with community figures and role models
- Education and careers
- Community and music events nationwide
- Recruitment, fostering & adoption careers
- Human interest, health & lifestyles, family and faith

Circulation

Inside M25: - 44% (London & the Home Counties). Outside M25: - 56% (all major cities including Birmingham, Bristol, Manchester, Liverpool, Leeds, and the North of England, Wales and Scotland). Also distributed to a number of outlets in Ireland.

Distribution and Readership

Keep The Faith magazine is distributed primarily through churches, faith groups, community groups, Christian businesses, charities, local authorities and BME organisations via our own unique database. It is also distributed via selected Tesco, Asda, Morrison's, Sainsbury's and Co-Op stores in key urban areas in London, Birmingham, Manchester and Leeds.

Readership: The print version of *Keep The Faith* is primarily read on a 4:1 basis; by up to 80,000 people of all ages and backgrounds in BME communities each issue.

Socio-economic groups: A, B, C & C1. Gender profile: Women - 62%, Men - 38%. Age profile: 18-24s - 9%, 25-35s - 21%, 36-50s - 47%, over 50s - 23%.

An electronic version of the magazine is sent to over 36,000 subscribers, and promoted via our social networks to our 27,000 followers. The issues are also available to read on issuu.com and yudu.com and often attracts a further 5,000 - 9,000 extra readers each issue. However, issue 82 had over 80,000 extra online readers (see screenshot on page 4).

Social Media



Top reasons to advertise

Keep The Faith is acknowledged by the general media as 'Britain's leading publication about Black and minority-ethnic faith', and is considered the most effective vehicle for reaching BME communities nationwide. *Keep The Faith* is read by three generations of churchgoers and read on a 4:1 ratio.

Keep The Faith has been published for 12 years and is trusted by its readers; they feel part of the magazine as it represents them in a positive way.

Keep The Faith's editorial contributors are some of the most powerful and influential movers and shakers, and successful entrepreneurs within BME communities. They include Rev David Shosanya (Director, London Baptist Association), Bishop Dr Joe Aldred (Churches Together in England), Rev Wale Hudson-Roberts (Racial Justice Coordinator, Baptist Union), Dionne Gravesande (Head of Church Advocacy, Christian Aid), Marcia Dixon (PR specialist and former KTF editor), Juliet Fletcher (leading UK Gospel Music pioneer, TV & Radio Producer, Director of GreenTree Productions and CEO of GMIA), Arthur Torrington OBE (Historian) and Dr Robert Beckford (Theologian) - to name a few. HRH Prince Charles, former PM David Cameron and Sir Bob Kerslake have contributed an editorial feature in *Keep The Faith*.

Keep The Faith editorial policy is informative, educational, aspirational and inspirational.

Keep The Faith works in partnership with various other media and organisations, such as the Diverse Media Group, The Bible Society, Ascension Trust, Street Pastors, UGN Radio and VineJuice online Radio & TV and many other sources via DAB digital radio, television, satellite, digital cable and the internet.

Platforms

Keep The Faith is produced on Mac OS X using Adobe InDesign. We prefer to receive the files as high-resolution PDFs, but we can also accept EPS and JPEG files. All images need to be 300dpi and CMYK. Please send artwork by email to admin@keepthefait.co.uk.

Mechanical Data

A4, 115 gsm 48+ pp, silk. It is published bi-monthly.

Proofs

We will check the output of your file for errors and contact you if we identify any problems, but we cannot accept responsibility for nuances of quality and/or content of the final published version unless we have been supplied with a high-end digital colour proof.

Rate Card

OUTSIDE BACK COVER	£2,200
INSIDE FRONT COVER	£2,000
INSIDE BACK COVER	£2,000
FULL PAGE (RUN OF PAPER)	£1,600
DOUBLE PAGE SPREAD	£2,600
HALF PAGE	£940
THIRD PAGE	£700
QUARTER PAGE	£550
EIGHTH PAGE	£325
BUSINESS CARD SIZE	£140
DOUBLE PAGE SPREAD ADVERTORIAL	£1,500
FULL PAGE ADVERTORIAL 800 WORDS	£870
HALF PAGE ADVERTORIAL 375 WORDS	£620
QUARTER PAGE ADVERTORIAL 200 WORDS	£375

Inserts: Up to 12g £78 per thousand (12g+ POA)

Stitched inserts: POA subject to weight and size

	Height x width (mm)
FULL PAGE	297 X 210MM (303 X 216MM BLEED)
HALF PAGE (VERTICAL)	275 X 90MM
HALF PAGE (HORIZONTAL)	135 X 188MM
THIRD PAGE (VERTICAL)	275 X 60MM
THIRD PAGE (HORIZONTAL)	88 X 188MM
QUARTER PAGE (VERTICAL)	135 X 90MM
QUARTER PAGE (HORIZONTAL)	188 X 65MM
EIGHTH PAGE (HORIZONTAL)	90 X 65MM
BUSINESS CARD SIZE (VERTICAL)	65 X 42MM

Copy deadline

High resolution artwork required by 4th of the month.

Newsletter E-Blasts

Do you need a quick, inexpensive and effective way to advertise your events, goods, products and services? Then try our e-blast service! We can help you reach over 50,000 people within BME communities (this figure increases daily) via our database and social media followers at the click of a button! It's as simple as that! And our clients tell us that it works for them! The cost for this service is:

£150.00 for one e-blast
 £199.00 for two e-blasts
 £250.00 for three e-blasts
 £305.00 for four e-blasts
 £425.00 for six e-blasts

Ask about our special offers for e-marketing!

Do you want to reach the fastest growing sector of the BME community in the UK? Contact us for all your marketing, PR, event management and promotional needs. Call 0845 193 4433 or email advertising@keepthefaitth.co.uk.

Website Banners (For Keep The Faith and Keep The Faith Directory)

Banners - Gif/animated/static

	Details	Week	Month	Quarter	Annual
Homepage Header	468 x 68mm	£220	£400	£1100	£3600
Inside Page Header	468 x 68mm	£110	£200	£500	£1750
Homepage Side Banner	250 x 300mm	£150	£350	£840	£3150
Homepage Side Banner	250 x 200mm	£125	£300	£720	£2700
Inside Page Side Banner	250 x 300mm	£75	£175	£420	£1575
Inside Page Side Banner	250 x 200mm	£70	£150	£395	£790
Full page advertorials (editorial can be changed weekly and/or at clients request)	Up to 1000 words 4 pictures/logo	£100	£350	£1000	£1700

Directory

The *Keep The Faith Directory* (formerly *Black Christian Directory*) was launched in 2008 with the foreword from His Royal Highness the Prince of Wales. It was originally in print and reprinted in 2012 and relaunched in digital. Our directory is the UK's most comprehensive database of Black and minority-ethnic churches, businesses, organisations, projects, mentoring groups, charities and community groups. It's the medium of choice and most effective channel for any organisation seeking to network with the BME community.

Inclusion in the directory places you in this community, helps foster working relationships, and exposure to the right audience plays a major part in achieving success.

Registration will cost a nominal £9.99 for a standard listing and £14.99 for an enhanced listing per annum.

You will be able to include your name, address, full contact details, logo, images and promote yourself fully on your listing. In turn, we will promote your registration via our social networks, giving you maximum exposure. Web banners and premium advertising are also available.



Our clients

Action Centres
Action for Children
Adept Design
Adopt Swansea
Adoption and Permanency Service
Adoption Focus Family Society
Age Concern
All Nations College
Army Recruitment
Autosave Cars
Backstage Project
Barbados Fertility Clinic
Barbados Tourist Authority
Barbican Centre
Barking and Dagenham Fostering & Adoption
Barnabas Fund
BBC Proms
Belfast Bible College
Belsey Bridge Conference Centre
Bermuda Tourist Authority
Bethel Convention Centre
Bible Reading Fellowship
Bible Society
Bible Way Churches
Big Church Day Out
Birmingham City Council
Blackburn Fostering & Adoption
Boys' Brigade
Brighton and Hove Adoption Services
Bristol Baptist College
British Heart Foundation
Bromley Adoption
Caribbean Conference of Churches
Catholic Children's Society
CCPAS (The Churches' Child Protection Advisory Service)
Centre for Youth Ministry
Child Aid
Chosen Inc
Christ Church
Christ For All Nations
Christian Aid
Christian Blind Mission
Christian Conference Trust (CCT)
Christian Conventions
Christian Copyright Licensing International (CCLI)
Christian Prints and Frames
Christian Publishing and Outreach (CPO)
Christian Relationship Coaching
Christian Resources Exhibition (CRE)
Church & Charity Accounts Service
Church of God in Christ
Church of God of Prophecy

Church Urban Fund
Coalition for Marriage
Colomer Professional International
Colorblind Cards
Compassion UK
Conservative Christian Fellowship
Covenant UK
Coventry Council Fostering & Adoption
Creflo Dollar Ministries
Cross Cultural Media
Crossbridge Books
Croydon Adoption Team
Croydon Fostering & Adoption
Crusade for World Revival (CWR)
Culsen Travel
Damaris Trust
DAXS (Display and Exhibition Solutions)
Disability Rights Commission
DM Focus
Dr Alan Miller
Dr Stuart Pattico
EAPPI Programme Coordinators
ECS Group
Faith in Families
For Colored Girls
Friends and Heroes
Frontline Ministries International
Gambia Tourist Authority
GLA
Global Day of Prayer
Go Teach
Gospel Concert Backstage Project
Grace Foods UK
Griffin Trust
Group Travel
Hackney Council Fostering & Adoption
Hackney Empire
Hammersmith and Fulham Fostering & Adoption
Haringey Fostering & Adoption
Harlem Gospel Choir
Hayes Conference Centre
Here & Now 365
High Leigh Conference Centre
HM Prison Service
Hodder Books
House on The Rock
I Will Tell Film Productions
Imperial War Museum
Inspiration TV
Integrity Coaching
International Christian College
International Christian Resources Exhibition
Intervene Project

IODT
Islington Children's Social Care
Israeli Tourist Office
Jabula Europe And Asia
Jamaica National Bank
John Ayling & Associates
John Fisher IDMC Choir
John Hagee Ministries
Kenneth Copeland Ministries
KICC (Kingsway International Christian Centre)
Kirk Franklin Live in London
Kingdom Bank
Kingfisher Fostering
King's Park Conference and Sports Centre
King's Theological College
Kingsway Music
Lambeth Council
Langham Partnership UK & Ireland
Lewisham Adoption Team
Life International Christian Fellowship
London Borough of Barnet
London Borough of Camden Fostering & Adoption
London Borough of Ealing
London Borough of Hackney
London Borough of Merton
London Borough of Merton Fostering & Adoption
London Borough of Richmond upon Thames
London Borough of Southwark
London City Mission
London Community Gospel Choir
London Early Years Foundation
London School of Theology
M4C
MacMillan Publishing
Manchester City Council
Mattersey Hall
Meaningful Chocolate
MEC
Media Moguls
Media with Impact
MediaCom
Megavoice Ireland
Memralife
Metropolitan Police
Metropolitan Home Ownership
Mighty Men of Valour
Mission and Relief Logistics
Mission Aviation Authority
Momentum Pictures
Monarch Books
Moorlands College

MPG
Nazarene Theological College
New College Nottingham
New Day
New Testament Assembly
New Testament Church of God
New Wine
Norfolk Children's Services
Normal Allen Group Travel
NSPCC
Oak Hill Theological College
Oasis College
OH TV
Operation Mobilisation
Orange Grove FosterCare
Pastor Matthew Ashimolowo
Pathe UK
Pentecostal Credit Union
Pilgrim Friends Society
Pilgrimage Tours
PJs Group
Premier Christian Radio
Prostate Cancer Charity
Quakers
Royal Borough of Kingston upon Thames
Reconciliation Ministries International
Red & Green Marketing
Redcliffe College
Regents Theological College
Release International
Reliance Bank
Rich Visions
Richmond upon Thames Fostering & Adoption
Roehampton University
Royal Borough of Kensington & Chelsea
Royal Mail
Samaritans Purse
Scripture Union
Send a Cow
Serious
Silent Lights
Simon Education
Sneaton Castle Centre
Somerset Fostering and Adoption
Something Big Agency
South London Christian College
Southend Borough Council
Fostering & Adoption
Southwark Fostering & Adoption
Sovereign Creative Marketing
Spring Harvest
Spurgeon's College
St John's College Nottingham

St Martin In The Fields High School
Street Pastors
Suffolk County Council Fostering
Sun Travel House
Swansea Fostering & Adoption
TACT Fostering & Adoption
Talent Media
Tameside Fostering & Adoption
Tearfund
Tesiro Inspired Woman
The Children's Society
The Christian Institute
The Exchange Link 3B
The Mayor of London
The Oasis Centre
TIEC UK
Time for God
Tiny Bond Accountants
Tower Hamlets Fostering & Adoption
Tradecraft
Trinidad and Tobago Tourist Authority
Trinity College Bristol
Triumphphant Church International
Tudor Bismark
Twenty20 Media Vision
Tyler Perry Productions
UK World Evangelism Trust
University of East London
Victoria and Albert Museum
Volcana Gas Appliances
Waltham Forest Fostering & Adoption
Wandsworth Fostering & Adoption
Warwickshire County Council
Westminster Adoption
William Booth College
Wisdom for Women International
World Shapers
World Vision
WorldShare
Wycliffe Hall

